

## ORDER



**Orders**  
**Order / Rev:** 67871  
**Alt Order #:** 9851086 /Brad  
**Product Desc:** DAVID FREED FOR AG  
**Estimate:** 402  
**Flight Dates:** 10/24/12 - 10/28/12  
**Original Date / Rev:** 10/23/12 / 10/23/12  
**Order Type:** GENERAL

## WLYH CW15

**Primary AE:** Millennium Washington DC  
**Sales Office:** MNAT  
**Sales Region:** National

**Agency**  
**Name:** Brabender Cox Mihalke  
**Buying Contact:**  
**Billing Contact:**  
 1218 Grandview Avenue  
 Pittsburgh, PA 15211

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Freed/R/Attorney General  
**Demographic:** A35+  
**Product Codes:** State Attorney General  
**Priority:** P-2  
**Revenue Codes:** AGY, POL-CAND, GEN

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|------------|
| 10/01/12   | 10/28/12 | 16      | \$2,685.00   | \$2,282.25 |

## Totals

| Month         | # Spots   | Gross Amount      | Net Amount        | Rating      |
|---------------|-----------|-------------------|-------------------|-------------|
| October 2012  | 16        | \$2,685.00        | \$2,282.25        | 0.00        |
| <b>Totals</b> | <b>16</b> | <b>\$2,685.00</b> | <b>\$2,282.25</b> | <b>0.00</b> |

## Account Executives

| Account Executive        | Sales Office | Sales Region | Start Date / End Date         | Order % |
|--------------------------|--------------|--------------|-------------------------------|---------|
| Millennium Washington DC |              |              | Start Of Order - End Of Order | 100%    |

## Order Share

| Order Share | Share | Total        |
|-------------|-------|--------------|
| WLYH CW15   | 1%    | \$2,685.00   |
| Market      | 100%  | \$268,500.00 |

## Competitive Share

| Competitive Share | Share | Total        |
|-------------------|-------|--------------|
| EHP               | 0%    | \$0.00       |
| UNKWN             | 1%    | \$2,685.00   |
| WGAL              | 51%   | \$136,935.00 |
| WHP               | 22%   | \$59,070.00  |
| WHTM              | 17%   | \$45,645.00  |
| WPMT              | 8%    | \$21,480.00  |

| Ln  | Ch   | Start    | End      | Inventory Code                             | Break | Start/End Time | Days    | Len | Spots | Rate     | Pri | Rtg  | Type | Spots | Amount   |
|-----|------|----------|----------|--|-------|----------------|---------|-----|-------|----------|-----|------|------|-------|----------|
| N 1 | WLYH | 10/24/12 | 10/28/12 | M-F 7-730p<br>M-F 7p-730p                  | CM    | 7p-730p        | --WTF-- | :30 | 3     | \$275.00 | P-2 | 0.00 | NM   | 3     | \$825.00 |
| N 2 | WLYH | 10/24/12 | 10/28/12 | M-F 730p-8p<br>M-F 730p-8p                 | CM    | 730p-8p        | --WTF-- | :30 | 3     | \$200.00 | P-2 | 0.00 | NM   | 3     | \$600.00 |
| N 3 | WLYH | 10/24/12 | 10/28/12 | M-F 10p-1030p News<br>CBS 21 News on CW 15 | CM    | 10p-1030p      | --WTF-- | :30 | 3     | \$125.00 | P-2 | 0.00 | NM   | 3     | \$375.00 |
| N 4 | WLYH | 10/24/12 | 10/28/12 | M-F 1030p-11p<br>M-F 1030p-11p             | CM    | 1030p-11p      | --WTF-- | :30 | 3     | \$65.00  | P-2 | 0.00 | NM   | 3     | \$195.00 |
| N 5 | WLYH | 10/24/12 | 10/28/12 | Sun Reg 1<br>Sun 7p-8p                     | CM    | 7p-8p          | -----S  | :30 | 2     | \$225.00 | P-2 | 0.00 | NM   | 2     | \$450.00 |
| N 6 | WLYH | 10/24/12 | 10/28/12 |  | CM    | 10p-1030p      | -----SS | :30 | 2     | \$120.00 | P-2 | 0.00 | NM   | 2     | \$240.00 |

| Ln | Ch | Start | End | Inventory Code       | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type   | Spots | Amount     |
|----|----|-------|-----|----------------------|-------|----------------|------|-----|-------|------|-----|-----|--------|-------|------------|
|    |    |       |     | Sa-Su 10p-1030p News |       |                |      |     |       |      |     |     |        |       |            |
|    |    |       |     | CBS 21 News on CW 15 |       |                |      |     |       |      |     |     |        |       |            |
|    |    |       |     |                      |       |                |      |     |       |      |     |     | Totals | 16    | \$2,685.00 |